

WHAT IS CLAIMED IS:

1. An over-the-road concrete mixer motor truck having a rotatable concrete mixer drum mounted thereon, said concrete mixer drum including indicia thereon providing one of an advertising message and an eye-catching presentation
5 which is facilitated by the shape of the drum and its rotation.

2. The concrete mixer truck set forth in Claim 1 wherein:

said indicia is displayed in a helical coil on an outer surface of said drum.

3. The concrete mixer truck set forth in Claim 1 wherein:

said indicia is configured to indicate an object selected from a group consisting of a ball used in an
5 athletic endeavor and an object having a shape similar to the drum.

4. The concrete mixer truck set forth in Claim 3 wherein:

said indicia is configured to simulate the appearance of a football.

5. A method for displaying one of a message and advertising a product or service comprising the steps of:

providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum;
5 and

providing indicia on said drum which utilizes at least one of the shape and rotation of said drum to provide a visual display.

6. The method set forth in Claim 5 including the step of:

applying indicia to said drum which is readable from opposite sides of said truck when said truck is traversing a roadway and said drum is rotating.
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7. The method set forth in Claim 5 including the step of:

applying indicia to said drum which has a pattern which is one of helical and spiral.

8. The method set forth in Claim 5 including the step of:

applying indicia to said drum which simulates the appearance of an article other than said drum.